

262.73 Conard-Pyle Co.
West Grove, Pa

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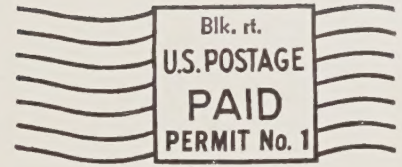
*New!
Exclusive!*

**THRILLINGLY
BEAUTIFUL!**

make your
garden the
neighborhood
showcase!

**LOOK
INSIDE**

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Mum's the Word!

And what a year it's going to be for Mum lovers! Reason: the newest, biggest, brightest, splashiest, plushiest Mums in the whole, wide world of flower gardens . . . the O and O (One and Only) new "Star" series of Big-Flowered Cushions. *Cushions!* That's hardly the word! These are Dame Nature's Own Powder Puffs which you should apply to the face of your garden to bring out the full beauty of autumn's color!

But—we grow enthusiastic . . . perhaps because, here at The Conard-Pyle Co., we grew these lovelies with *such* enthusiasm. If you're a Mum-er by nature, here's the word to go by in '55 . . . our NEW "STAR" MUMS. Take our word for it! They're—well, we'll simply have to say it—"out of this world!"

THE CONARD-PYLE COMPANY
WEST GROVE, PA.

**NOW, FOR THE FIRST TIME IN ANY GARDEN,
YOU CAN HAVE THE BRIGHTEST NEW STARS
ON THE MUM HORIZON!**

Sure to be a sensation in your garden and neighborhood, the four new varieties of Star Mums which we're introducing now have red, yellow and pink shades. The plants are perfect, inverted *bushel baskets of color* . . . compact, broad and low, rising 13 to 15 inches at centers and spreading close to 3 feet across! Strong-stemmed, with small, pretty foliage, they mass their blooms in clusters . . . the blooms themselves are bigger than ever known on Cushions before—2 to 3½ inches wide! What a show they make! And so easy to grow—and to love! All they need is sun, good soil, food, water and an occasional glance of admiration.

GOLD STAR. Rich, pure yellow with incurved petals in a high, tight center and thick, even petals around it. \$1 each; 3 or more, 85c each.

LILAC STAR. Showy pinky lilac with large, stiff pointed petals. Double blooms open wide to reveal deep gold, eye-catching centers. \$1 each; 3 or more, 85c each.

MAROON STAR. Beautifully trim, rounded form, and deep, true maroon-red color . . . a most unusual Mum color. \$1 each; 3 or more, 85c each.

MOONLIGHT. STAR. 3-inch blooms with yellow center petals and long, luminous, light moonlight-yellow outer petals. Big, beautiful plant in every way. \$1 each; 3 or more, 85c each.

SPECIAL INTRODUCTORY OFFER NO. 80

4 newest Star Cushions
pictured at right, only **\$3.40**

MAIL THIS CONVENIENT ORDER FORM *Today*
Have a Riot of Color in Your Garden this Fall!

★ THE CONARD-PYLE CO. • West Grove, Pa. ★

Order now for delivery at proper planting time, spring 1955. Please add 25c handling charge if total order is less than \$5. Prices given include delivery to your door. Group offer prices apply only when plants are shipped together to one address.

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NAME.....

STREET.....

CITY.....ZONE.....STATE.....

GOLD STAR

LILAC STAR



MAROON STAR

MOONLIGHT STAR



STAR BRIGHT

20 YEARS OF LOVING PATIENCE
HAVE PRODUCED THESE GORGEOUS BIG-
FLOWERED CUSHION MUMS FOR YOU!

Cast your appreciative eye on STAR BRIGHT at the left . . . on the lush blooms and wonderful, silvery, amaranth-pink colors. *This is one of our three Star Cushions introduced 2 years ago . . . and joined this year by the four new Stars described above.*

All 7 are Conard-Pyle originations and the new kinds can be obtained nowhere else on earth! Distinctively beautiful, extremely vigorous, and providing the richest and splashiest masses of color any good garden could wish for in the fall, these glittering Star Mums are a MUST for you. Take another look at STAR BRIGHT . . . then at these *realistic*, value-full prices.

STAR BRIGHT. 75c each; 3 or more, 60c each.

STAR GLORY. With the biggest blooms of all, 3½ inches or more, golden centers and purple-red petals. 75c each; 3 or more, 60c each.

VIOLET STAR. Prolongs the long season by blooming later. A clear, rich, true purple becoming frosted with silver. 75c each; 3 or more, 60c each.

OUR SUPER SPECIAL STAR OFFER NO. 81

All 7 Star Series Big-Flowered Cushions . . . 4 New Stars
Described Above Left and 3 Described Im- **\$4.95!**
mediately Above . . . For a Surprisingly Low

FALL IS "Gayer Than Springtime" WITH LARGE-FLOWERED MUMS LIKE THESE IN YOUR GARDEN

WHEN WE SAY "LARGE"
WE MEAN *Large!*

You can't beat this array of Conard-Pyle originations . . . just plant 'em . . . stand back . . . and enjoy 'em!

Here are outstanding examples of the stemmy, ideal-for-cutting kind of Chrysanthemum which holds up its proud head high and handsome. Plant them along with those bunches of beauty . . . the Star Series of big-flowered Cushions above . . . and you'll really have something to gloat about come fall.

TIME. The sparkling lavender beauty that makes you appreciate life, liberty and the pursuit of happiness in your garden. A magnificent bloom.

LIFE. The rich, rosy wonder that adds significance to the time you spend there. Big and luscious.

FORTUNE. It's yours in both hands when you cut and carry its gold and white wealth into your home.

SUCCESS. Large rewards of rich, unfading crimson color—the natural result of our loving care.

**Large-Flowered Mums are 65c each;
3 of one variety for \$1.50.**

PICK A SUNNY SPOT NOW . . . OVER
SPRING BULBS OR BETWEEN OTHER
PERENNIALS OR WHEREVER YOU
WANT A MAD DASH OF COLOR IN
THE FALL . . . AND ORDER SOON
FOR EARLY PLANTING.

SPECIAL OFFER NO. 82

One each of

TIME LIFE FORTUNE
SUCCESS

Only **\$2.15**

See other side for more lovely members of Conard-Pyle's distinguished family of Large-Flowered Mums . . . plus bargain offers you won't be able to resist, and should not try to!



Extra-Large Mums:

TIME, lavender (upper left)
LIFE, copper-rose (lower left)

FORTUNE, gold and white (top right)
SUCCESS, rich crimson (right)



LOLA

ELSIE

BETTY



BURGUNDY

NOT ONLY LARGE . . .
BUT ALSO *Best!*

Here are four more of our Large-Flowered Mums which with the four illustrated on the other side give you a fair idea of the size and fullness of Conard-Pyle Chrysanthemum blooms.

LOLA. A pure gold Mum with the brightest, most glittering color of all.

ELSIE. A really big one (3½ inches) in delicious yellow. Single blooms and long petals.

BETTY. Finest of large pinks. Lasts long in the fall; gives you extra pleasure.

BURGUNDY. As rich and heady as the wine of the same name. A really rare color.

65c each; 3 of one variety for \$1.50

SPECIAL OFFER NO. 84

Cheaper by the dozen!

All 8 Large-flowered Mums illustrated plus the 4 described below which we wish we had room to show you . . . for only **\$5.35**

AVALANCHE. The best big double white.

CARNIVAL. Vivid burnt-orange; double, free in bloom.

EDITH. Rich in royal purple.

LAVENDER LADY. Unfading as a lady should be. Often called the "faultless" Mum.

CONARD-PYLE'S WINNER-TAKE-ALL SUPER SPECIAL OFFER . . . a terrific buy!

SAVE \$4.68

Every Plant Illustrated and Described in this Folder... Including

- 4 new Star Series Big-flowered Mum Cushions.
- 3 Star Series Big-flowered Mum Cushions developed in '53.
- 12 Large-flowered Mums.
- 3 Spoons (see right).
- 4 Delphiniums described below.

OFFER 85

All 26 for an AMAZINGLY LOW **\$12.65**

BE SURE TO ADD A TOUCH OF EXOTIC "OOMPH" TO YOUR GARDEN WITH THESE SPOON "CONVERSATION PIECES"

Dainty, showy and delightful, these Spoon Mums live a double life . . . in the garden and as cut flowers for the house. They bloom big and blushing on graceful sprays; long, quilled petals with spoon-shaped tips.

65c each; 3 of one variety for \$1.50

PINK SPOON. Rosy-tipped in dainty pink.

WHITE SPOON. A lacy snowflake.

YELLOW SPOON. Bright, clear yellow.

SPECIAL OFFER NO. 86

ONE EACH OF ALL THREE FOR **\$1.65**

Note the "Spoon" at the end of each petal





A dozen spikes of Delphinium like these purchased at your flower shop would cost from \$6 to \$10! The same amount invested in Star Delphiniums returns your money's worth many times over!

STAR DELPHINIUMS— YOUR *Best Buy!*

HERE'S WHY!

Delphiniums *don't* like to be moved. We are very probably the *only* grower of this delightful flower who supplies customers with plants whose root systems are *still* in the soil which received the seed! The result is much longer life in your garden. Ours are pot grown . . . and are never transplanted to the field . . . Instead, they come direct to you while easy to plant, and give you *all* their bloom. Our method of culture saves expense, too—and our prices are therefore lower. You cannot find better Delphiniums than ours, nor better buys.

**Plant these in April or May... have
late summer and autumn blooms...
and better ones still next June.**

STAR PACIFIC HYBRIDS

ASTOLAT SERIES. The newest Delphiniums, in lovely shades of pink, from blush to raspberry-rose. 6 for \$2.25, ppd.

GALAHAD SERIES. The finest pure white, with large florets and white "bees." 6 for \$1.75; 12 for \$2.95, ppd.

KING ARTHUR SERIES. Rich, royal blue with velvety texture and white "bees." 6 for \$1.75; 12 for \$2.95, ppd.

SUMMER SKIES SERIES. Heavenly blue with white "bees." The finest light blue. 6 for \$1.75; 12 for \$2.95, ppd.

SPECIAL OFFER NO. 87

12 Delphiniums, 3 each **\$2.85**
of the 4 above

SPECIAL OFFER NO. 88

24 Delphiniums, 6 each **\$4.95**
of the 4 above

Rely on The Conard-Pyle Co. to Supply You with Absolutely the Finest Plants

whether your choice is Delphinium or our fabulous Mums, or both! With 58 years of experience—we are today the largest all-retail Rose nursery in the U. S. A. . . . originators and developers of Chrysanthemums and other plants.

Order some of those new Mums now. Plant early May to early June. For every \$5 invested in plants, get \$50 worth of blooms the first year.



Beautiful, stately Delphiniums give a "lift" to a garden. Our pot-grown plants will give you the best blooms you ever saw.